

# Hanging Banners In the City of Eugene

5-25-05



## GENERAL INFORMATION

The use of City-owned facilities including the installation and removal of street and pole banners is regulated by the City of Eugene Public Works Department to protect the health, safety, and welfare of the public.

Downtown Eugene Inc. (DEI) manages the use of pole banner sites in the Eugene Mall area. For more information about these locations, contact DEI at (541) 343-1117. A Permit from the State, ODOT, is required to allow installation of pole banners on 6<sup>th</sup>

and 7<sup>th</sup> Avenues. A copy of the approved permit must be provided to the Banner Program Manager prior to commencing installation.

## SCHEDULING

The availability of banner-mounting sites is scheduled by the City on a first-come, first-served basis. Banner sites are scheduled for one calendar year (January through December) only, and applications for the calendar year will not be accepted prior to January 2 of the calendar year. To ensure that as many applicants as possible have access to banner locations, the City limits the banner site reservation period to a maximum of 21 consecutive days. The City also may limit the number of sites available for a specific application.

## APPLICATION REQUIREMENTS

A separate and complete application (dates, location, and payment) must accompany each specific request to promote an event or activity with street or pole banners.

## INSTALLING AND REMOVING BANNERS

The following requirements are related to the installation and removal of banners:

- The City does not install or remove banners except in the case of emergency removal. Applicants are responsible for installing and removing their banners in a timely manner.
- The applicant must provide the City with

the name of the installer or Installation Company at the time the application is submitted. The installer must have written approval from the City prior to installing or removing any banner in the public right-of-way.

- The City reserves the right to remove any banners in case of emergency. In the event that a banner mounting fails or if a banner is not removed at the scheduled time, the City will contact the applicant and request immediate removal.
- Banners must be removed on the last day of the permitted use.
- ***If the City removes any banners, the applicant will be required to cover the City's removal costs.***

## TRAFFIC CONTROL

For safety reasons, the City has the following traffic control requirements:

- Installation or removal work shall occur only during daylight hours.
- **No installation** work is allowed during peak traffic times, 7:15 to 8:15 a.m. and 4 to 6 p.m., Monday through Friday.
- Any travel lane closure on State highways within the City of Eugene (including 6<sup>th</sup> Avenue, 7<sup>th</sup> Avenue, and Franklin Boulevard) requires prior written approval from the Oregon Department of Transportation.
- In order to minimize travel lane closures, the preferred method of hanging pole-mounted banners is to use the sidewalk. A

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lightweight lift can be used with minimum inconvenience to pedestrians and has no impact on motorists.

Specific rules apply to the installation or removal of street or pole banners if any work is performed in a travel lane. For more information about specific traffic control requirements, contact Public Works Maintenance at 682-4800.

The following general requirements apply to the design and mounting of street banners:

- Maximum size is 46" High and 35-40' long.
- Banners must be constructed using reinforced nylon or nylon-reinforced plastic or similar materials generally used by commercial manufacturers for this type of product.
- Street banners must have adequate air holes to allow wind to pass through the material.
- Banners must be reinforced with grommets at all attachment points.
- Bottom tethers must be a break-away type to prevent pole damage under extreme wind loads.
- The lowest point of the banner must be at least 15 feet above the right-of-way, including sidewalks and travel lanes.

## FEES

A fee of \$37.45 is charged per application (event). If the City must remove any

banner(s), the applicant will be required to cover all costs of removal, with a minimum \$75.00 charge.

Banner(s) will be removed by the City if not removed on the "removal date" as shown on the approved application.

***Fees are non-refundable***

## STREET BANNERS

There are three approved locations for installing street-spanning banners:

- West 8th Avenue between Willamette and Olive streets. 46" x 35'



- Oak Street between East Broadway and South Park. 46" x 40'



- West 11<sup>th</sup> Avenue between Willamette and Olive streets. 46" x 40'



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## POLE BANNERS

There are more than 100 City-managed pole banner locations and 68 pole banner sites managed by Downtown Eugene Inc.

Pole banners may only be installed on street poles that are equipped with special banner brackets. No other poles, including EWEB poles, traffic signal poles, or any other poles without brackets shall be used under any circumstances.

The following general requirements apply to the design and mounting of pole banners:

- No pole banner shall be greater than 2 feet wide or neither 6 feet tall, or does weigh more than 3 pound.
- Each pole banner shall be secured against wind blow by attaching a cord to the banner bottom and tying it around the pole. (A weighted bottom does not effectively prevent twisting and could be a hazard for pedestrians should it become loose.) All tie-downs are to be fully removed when the banner is taken down.

## FOR MORE INFORMATION

Information regarding the Banner Program is available at the Public Works Maintenance, 1820 Roosevelt, Eugene, OR 97402, by calling (541)682-4800, or on the Internet at [www.ci.eugene.or.us](http://www.ci.eugene.or.us).